

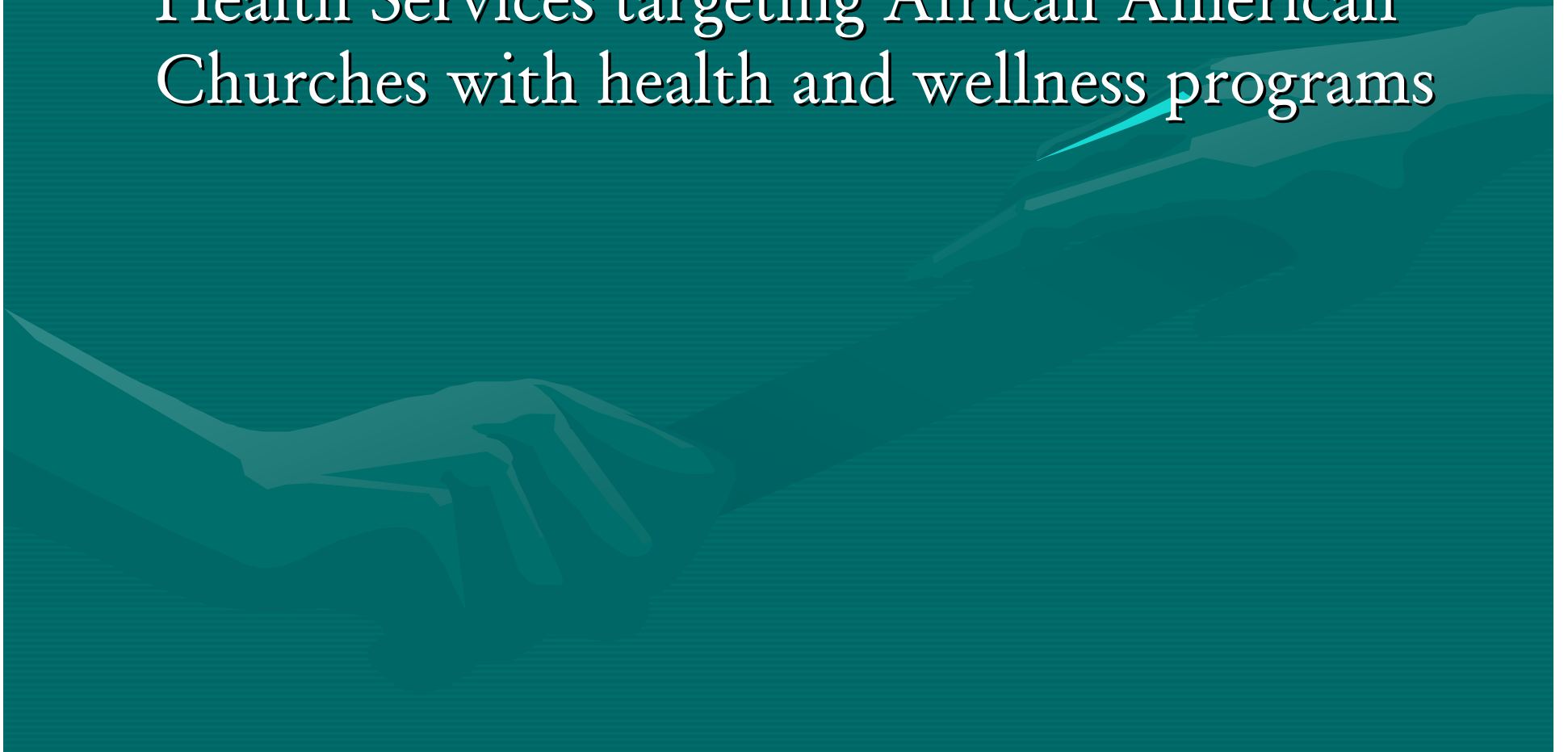
Memphis Healthy Churches: A Capacity Building Model

Summit on the Burden of Cancer in Tennessee -2006

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- An outreach program of Christ Community Health Services targeting African American Churches with health and wellness programs



Mission Statement

To decrease Cancer, Diabetes, Heart Disease, HIV/AIDS and obesity as significant health problems throughout Memphis by designing, implementing and maintaining culturally sensitive education and prevention programs and to equip churches with the skills necessary to administer quality care and support to those individuals and families plagued by these diseases.

What is our History?

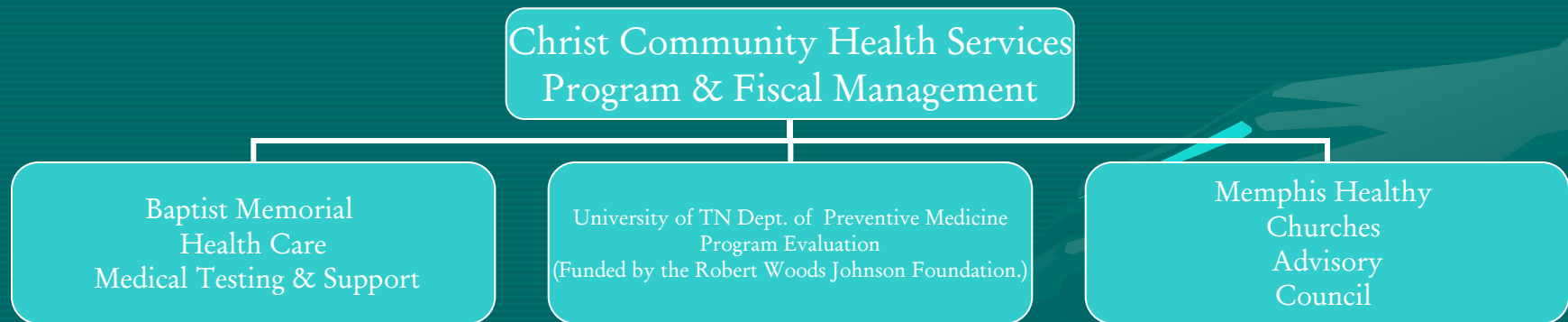
- Began in 1998, as a partnership with Baptist Health Care System and CCHS, Inc. as the ACCESS (A Community-based Cancer Education and Support Service) Program
- In the first year, over 20 churches participated in the program

What is our History?

- **History** *(Continued)*

- Due to success, we seized the opportunity to include other major diseases that effect African Americans, such as Diabetes, Heart Disease, HIV/AIDS and Obesity
- In 1999, name changed to “Memphis Healthy Churches”
- Today, 72 churches and 130 health representatives participate in the program

An Overview of the Memphis Healthy Churches Model



Memphis Healthy Churches Program Flow Model



What Makes this Model Unique?

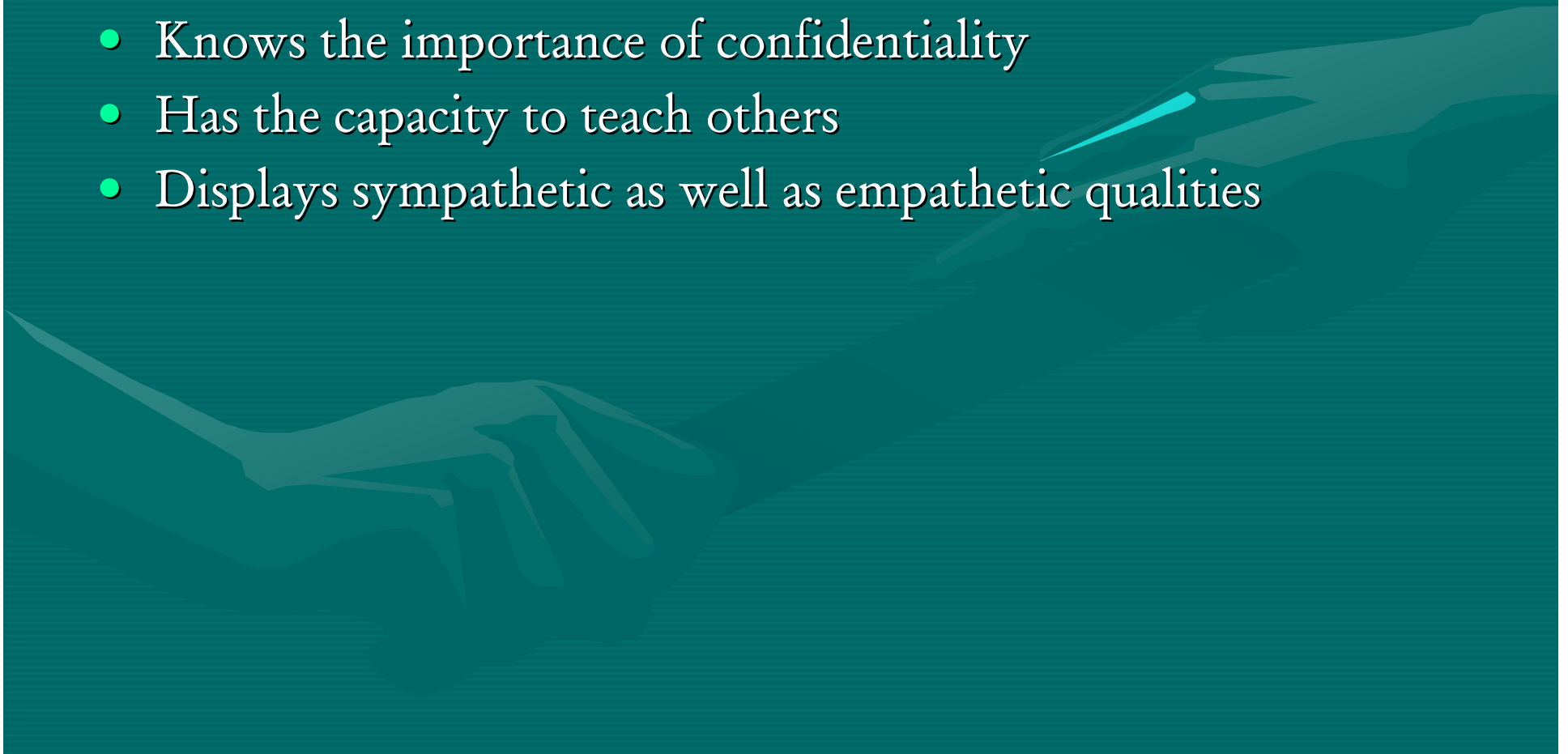
- Memphis Healthy Churches (MHC) is a faith-based wellness ministry consisting of 72 churches
- MHC has developed lasting partnerships with churches from over 10 different denominations
- MHC has trained 130 volunteer Church Health Representatives
- MHC is positioned on the front lines in the fight against both preventable diseases such as cancer
- MHC conducts comprehensive wellness surveys in participating congregations bi-annually
- MHC secures participant motivation through providing technical assistance and staff support

The Church Health Representative (CHR)

- Usually already active in the church's Health Ministry
- Most have some medical background i. e. RN, LPN, PA, CMA, CAN, but not required
- Appointed by the pastor
- Attends MHC quarterly meetings and workshops
- Organizes health activities at their local church
- Reports activities, interventions and outcomes to MHC

CHR Role: People Skills

- Knows their congregation especially those with chronic illnesses
- Knows the importance of confidentiality
- Has the capacity to teach others
- Displays sympathetic as well as empathetic qualities



CHR: Role in Cancer Awareness Education

- Education is the key to awareness
- Organizes cancer awareness workshops and information sharing sessions
- Obtains literature appropriate to the needs of the congregation
- Seeks information from resources that will assist their congregation in making informed health choices
- Provides ongoing training with his/her HAM

Burdens Imposed by Cancer on the Church

- Financial
- Emotional
- Physical
- Spiritual



And

-WE ARE OUR
BROTHER'S
KEEPER

